

From: Beryl Blaich [mailto:[blaich@aloha.net](mailto:blaich@aloha.net)]  
Sent: Tuesday, April 22, 2014 7:15 PM  
To: Kobayashi, Ann; Fukunaga, Carol A; Anderson, Ikaika; Chang, Steven;  
kpine@honolulu.gov; Martin, Ernie; Menor, Ron; Harimoto, Breene;  
Manahan, Joey;  
Subject: Opposed to Bill 69

Dear Committee Chair Kobayashi and members of the Budget Committee,

I am writing to strongly urge you to vote down Bill 69 for the following reasons:

Hawaii has distinguished itself - nationally and internationally - by its early, innovative banning of billboards. This commitment to natural beauty and identity, especially in our signature capitol city of Honolulu, has been built upon by actions like preservation districts around critical landforms like Diamond Head and Punchbowl and our core historic district of Iolani Palace, the Capitol and Honolulu Hale. To visitors, our commercial free environment is something as tangible as our soft, clean air.

Buses sporting advertising will mean that distracting, out-of-keeping, commercials will be everywhere: rolling through our historic districts; through our resort and beach communities; into our neighborhoods day and night. An element of what draws people to Hawaii will be gone. And these mobile billboards will actually be more pervasive than even those on tall buildings and next to highways in other cities. And because of technology these billboards will flash, change, and create traffic safety problems.

Allowing billboards on buses will, in my mind, result in business owners in malls and parking lots arguing for billboards on "blank" spaces that could be commodified. If the city is allowed to do it, shouldn't everyone legally have this right? How about school fences? Hospital transport vans? The Handivans? Good (needed) fundraising opportunities! Billboards! The budget shortfall solution for all!

I wish I were kidding, but I am deeply concerned and depending upon your collective wisdom to vote down Bill 69.

Thank you for your work and attention.  
With aloha,

Beryl Blaich  
Kilauea, Kauai  
808-828-1438  
Born, raised in Honolulu and forever a lover of rich and inviting Honolulu and magnificent O'ahu.

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